

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-6 (canceled)

1 Claim 7 (previously presented): A computer-implemented  
2 method for controlling serving of an ad using its  
3 relevancy to a request, the method comprising:

4 a) accepting, by a computer system including at  
5 least one computer, geolocation information  
6 associated with the request;

7 b) comparing, by the computer system, the accepted  
8 geolocation information associated with the request  
9 with geolocation targeting information associated  
10 with the ad to generate a comparison result;

11 c) determining, by the computer system, the  
12 relevancy of the ad using at least the comparison  
13 result;

14 d) controlling, by the computer system, the serving  
15 of the ad, for rendering on a client device, using  
16 the determined relevancy of the ad;

17 e) determining, by the computer system, whether the  
18 ad has geolocation price information corresponding  
19 to the geolocation information accepted; and

20 f) if it is determined that the ad has geolocation  
21 price information corresponding to the geolocation  
22 information accepted, then determining, by the  
23 computer system, a score using at least the  
24 geolocation price information, otherwise  
25 determining, by the computer system, the score using  
26 at least general price information of the ad,

27            wherein the act of controlling the serving of the ad  
28 further uses the score of the ad, and  
29            wherein the geolocation targeting information  
30 associated with the ad corresponds to an area defined by  
31 at least one geographic reference point.

1        Claim 8 (original): The method of claim 7 wherein the  
2 area includes a circular area having a radius about a  
3 specified geographic reference point.

1        Claim 9 (original): The method of claim 7 wherein the  
2 area includes an area defined by at least three  
3 geographic reference points.

1        Claim 10 (original): The method of claim 9 wherein the  
2 area defined by at least three geographic reference  
3 points is a polygon.

Claims 11-20 (canceled)

1        Claim 21 (previously presented): Apparatus for  
2 controlling serving of an ad using its relevancy to a  
3 request, the apparatus comprising:  
4            a) at least one processor; and  
5            b) at least one storage device storing  
6 processor-executable instructions which, when  
7 executed by the at least one processor, perform a  
8 method of:  
9            1) accepting geolocation information  
10            associated with the request,  
11            2) comparing the accepted geolocation  
12            information associated with the request with

13 geolocation targeting information associated  
14 with the ad to generate a comparison result,  
15 3) determining the relevancy of the ad using  
16 at least the comparison result,  
17 4) controlling the serving of the ad, for  
18 rendering on a client device, using the  
19 determined relevancy of the ad,  
20 5) determining whether the ad has geolocation  
21 price information corresponding to the  
22 geolocation information accepted, and  
23 6) determining a score using at least the  
24 geolocation price information if it is  
25 determined that the ad has geolocation price  
26 information corresponding to the geolocation  
27 information accepted, and otherwise determining  
28 the score using at least general price  
29 information of the ad,  
30 wherein the act of controlling the serving  
31 of the ad further uses the score of the ad, and  
32 wherein the geolocation targeting  
33 information associated with the ad corresponds  
34 to an area defined by at least one geographic  
35 reference point.

1 Claim 22 (original): The apparatus of claim 21 wherein  
2 the area includes a circular area having a radius about a  
3 specified geographic reference point.

1 Claim 23 (original): The apparatus of claim 21 wherein  
2 the area includes an area defined by at least three  
3 geographic reference points.

1      Claim 24 (original): The apparatus of claim 23 wherein  
2      the area defined by at least three geographic reference  
3      points is a polygon.

Claims 25-28 (canceled)